



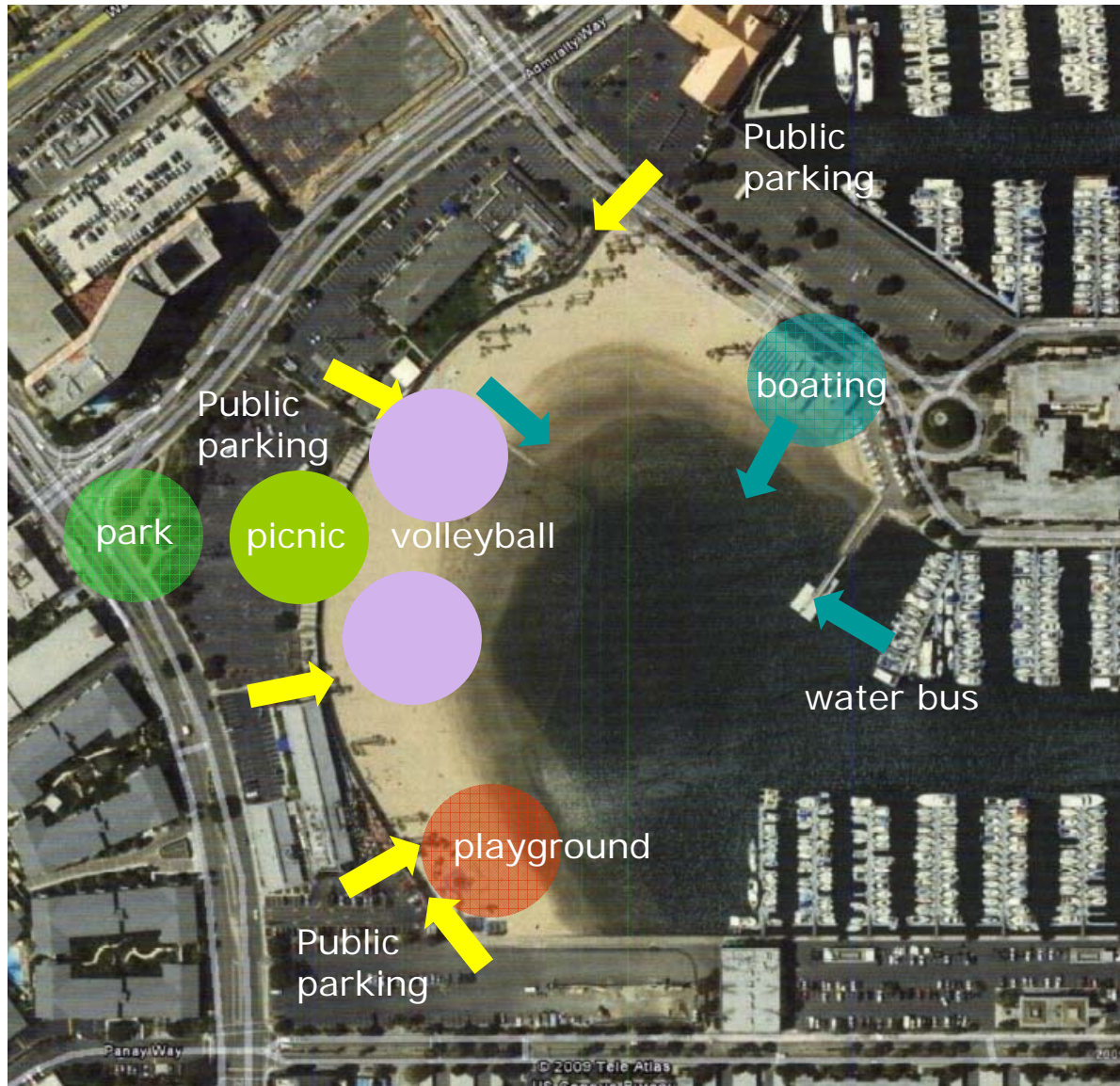
GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

Design Control Board Meeting

April 21, 2010

MARINA BEACH CONCEPT PLAN

MARINA BEACH CONCEPT PLAN



Boat racks
 28 Covered picnic tables and charcoal grills
 Public Restrooms
 Public Parking
 WaterBus Access
 Playground
 2 Lifeguard booths
 Volleyball courts



PUBLIC AMENITIES

MARINA BEACH CONCEPT PLAN

Playground



Picnic



Boating



PUBLIC AMENITIES

MARINA BEACH CONCEPT PLAN



MARINA BEACH



FURNITURE

MARINA BEACH CONCEPT PLAN



From Restaurant



From Admiralty Way



From Parking and Street

LAND

PUBLIC ACCESS

MARINA BEACH CONCEPT PLAN

ADA access to water



Boat launch and WaterBus pier

WATER

PUBLIC ACCESS

MARINA BEACH CONCEPT PLAN



Marina Beach Strategic Plan
RRM August 2005

Marina Beach Planning Studies EDAW October 2004



Marina Beach Outreach

Stakeholders Interviews

Over 20 people interviewed on March 30th and on April 1st-7th -8th, 2005.

Non-motorized recreational boaters workshop conducted on October 30th, 2008.

RECENT STUDIES

MARINA BEACH CONCEPT PLAN

SUMMARY OF STAKEHOLDERS ISSUES

- Water Quality
- Development and parking on Parcels 33 / NR / IR
- Concern with overdevelopment
- Loss of parking
- New developments / cohesive and compatible
- Improvement of pedestrian connectivity
- Integration of leasehold developments with waterfront promenade
- Multiple interest groups
- New facility for recreational boating
- Reserve parking for recreational boating
- Retain existing loading and unloading boating area
- Kayak rental near pier
- Snack bar away from boating facility

STAKEHOLDERS ISSUES

MARINA BEACH CONCEPT PLAN

CIRCULATION

- **Reconfiguration of Admiralty Way**

BEACH AREA

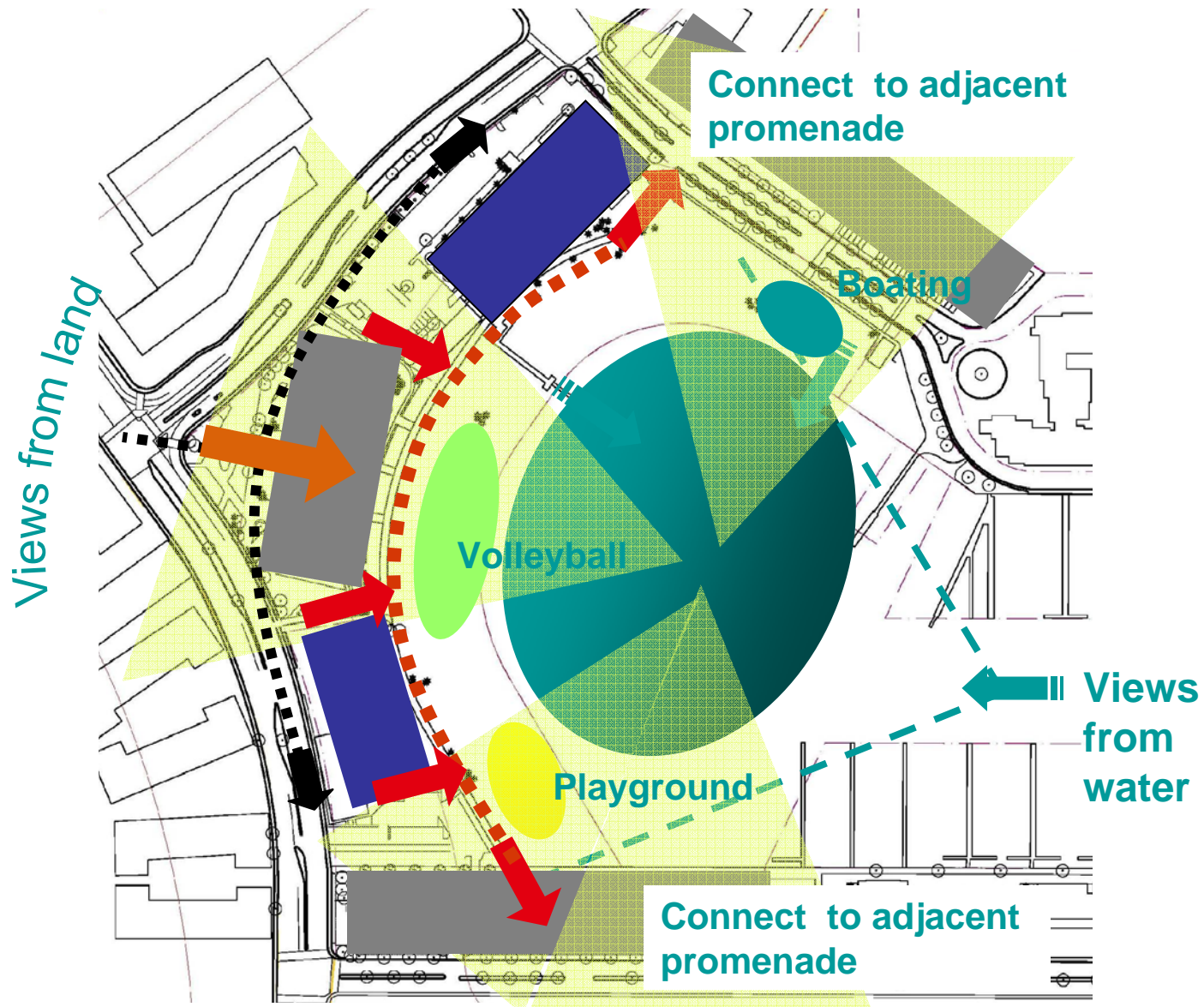
- **20'-28' wide beach promenade**
 - accessible by emergency vehicles
- **Reconfiguration of picnic area**
 - same number of tables and grills
- **“Community Boat Center”**
 - boat rental facilities, showers and boat washers
- **Recreational Facilities and Children’s Playground will remain**

PARCELS IR / JS

- **Public Use to remain**

ASSUMPTIONS

MARINA BEACH CONCEPT PLAN



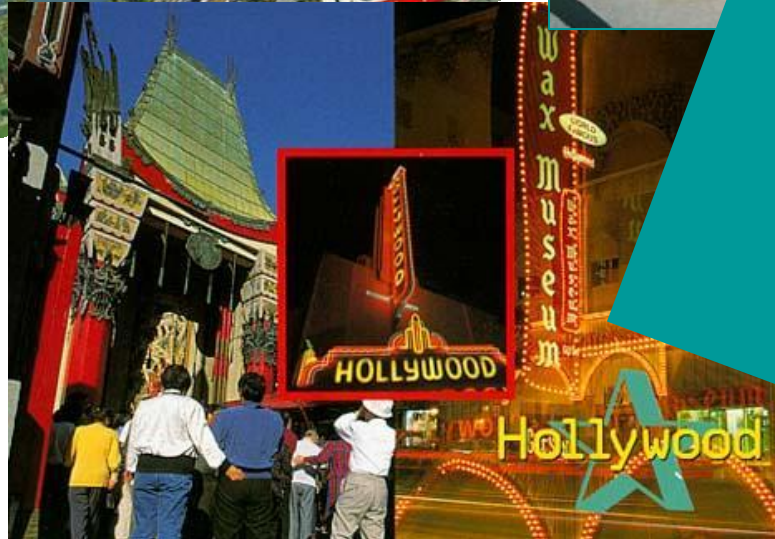
ASSETS & OPPORTUNITIES

MARINA BEACH CONCEPT PLAN

- Enhance Marina Beach's **assets**
- Create a **signature image**
- Maximize **view** corridors
- Improve the beach **promenade**
- Improve **water and land** integration
- Improve **neighborhood** connectivity
- Maximize utilization of existing **parking lots**
- Improve **picnic** and **boating** areas
- Provide additional **public facilities** and services

DESIGN OBJECTIVES

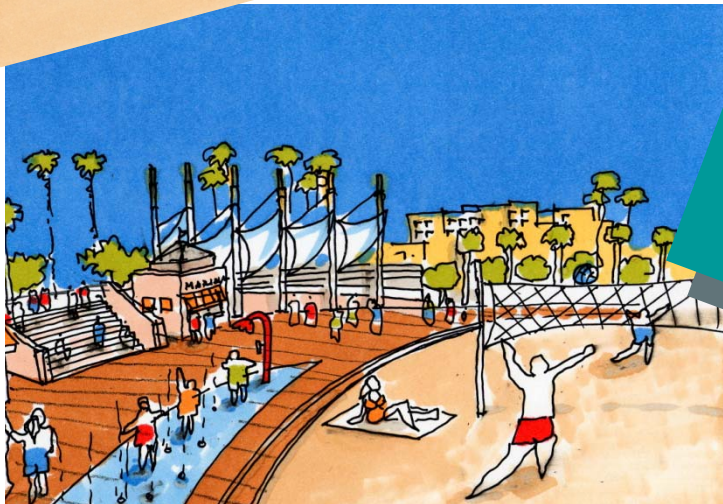
MARINA BEACH CONCEPT PLAN



MARINA
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THE BIG IDEA

MARINA BEACH CONCEPT PLAN



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MARINA BEACH CONCEPT PLAN



THE BIG IDEA

MARINA BEACH CONCEPT PLAN

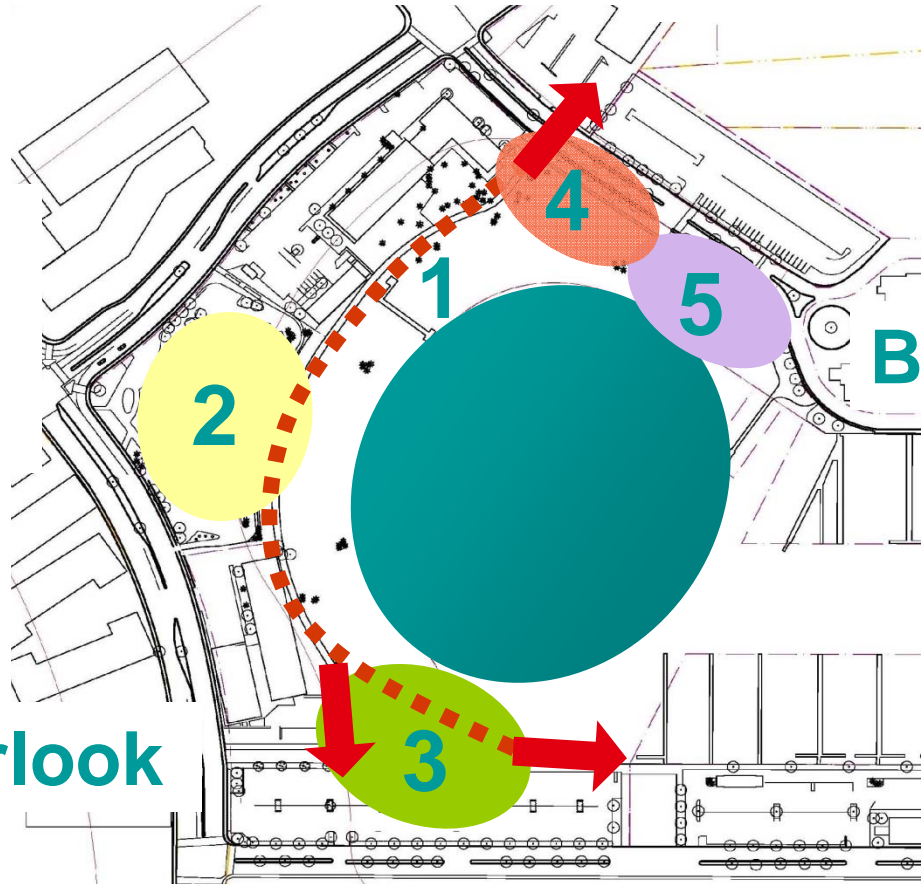
The
Promenade

The Oasis

Marina
View
Plaza

Boaters' Hub

The Overlook



A SIGNATURE PLACE FOR ALL

MARINA BEACH CONCEPT PLAN

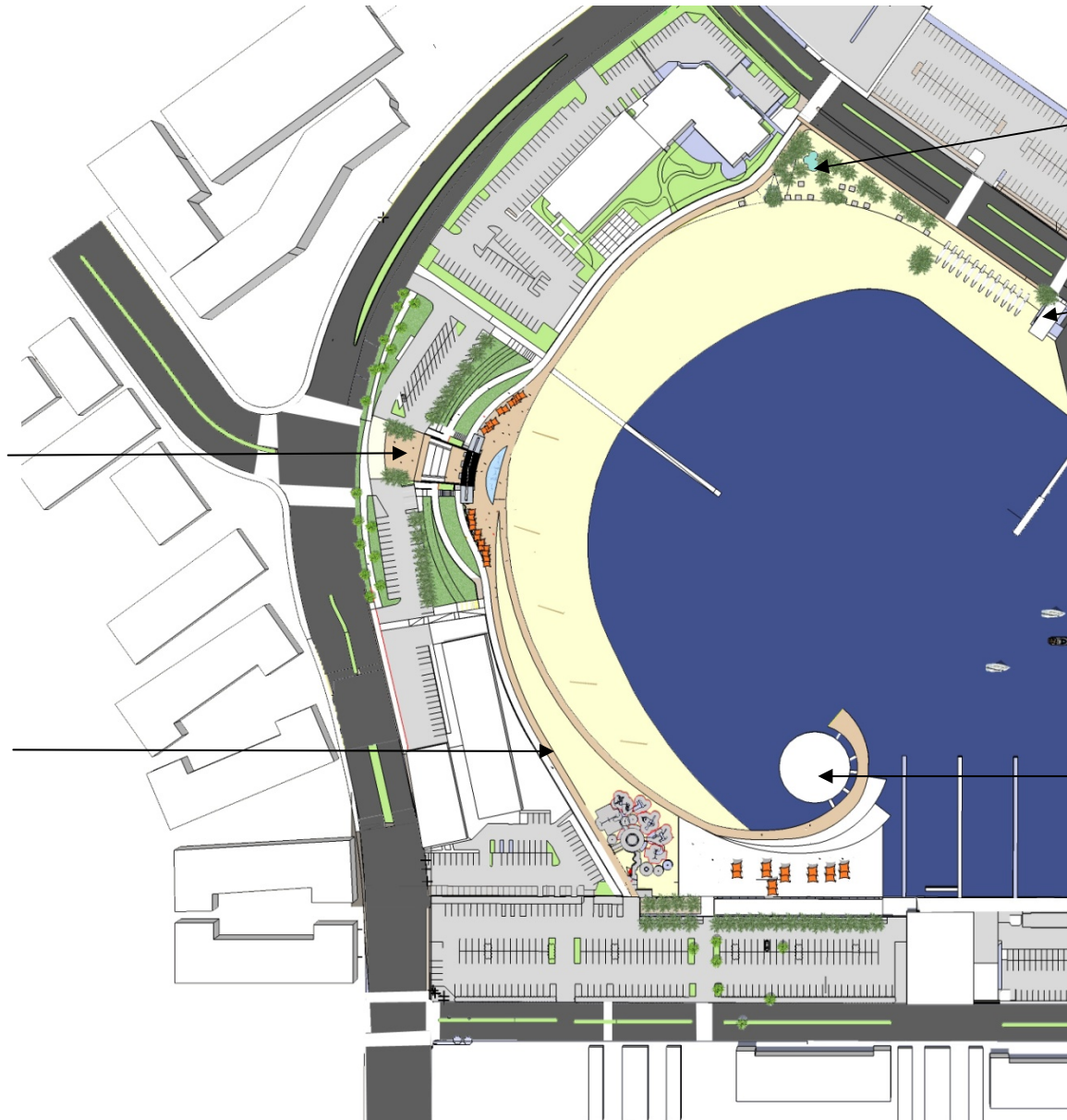
Marina
View Plaza

The
Promenade

The Oasis

Boaters'
Hub

The
Overlook



1 The Promenade

Character: Circulation

Image: Public / Emergency Access

Function: Connection, Beach Services

Activities: Strolling



DESIGN PRINCIPLES

MARINA BEACH CONCEPT PLAN



THE PROMENADE

MARINA BEACH CONCEPT PLAN

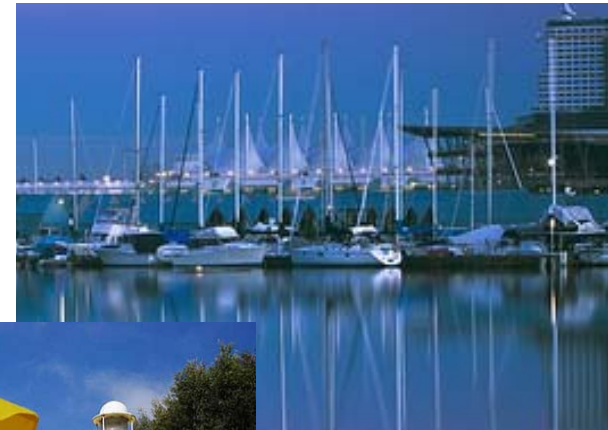
2 Marina View Plaza

Character: Circulation & Recreation

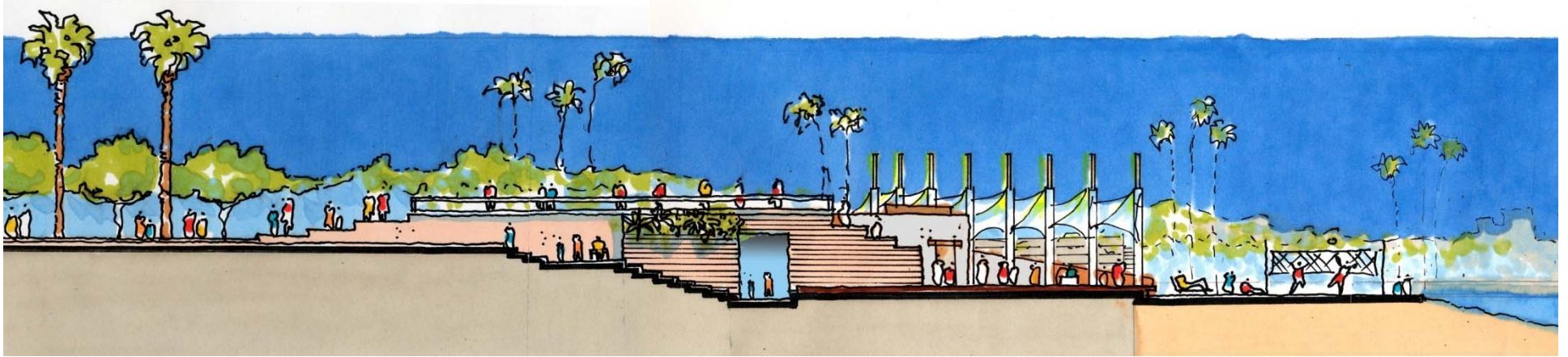
Image: Open Public Plaza

Function: Connection & Contemplation, Beach Services

Activities: Sunbathing, Relaxing, Strolling, Farmers and Fish Market, Picnic, Volleyball



DESIGN PRINCIPLES
MARINA BEACH CONCEPT PLAN

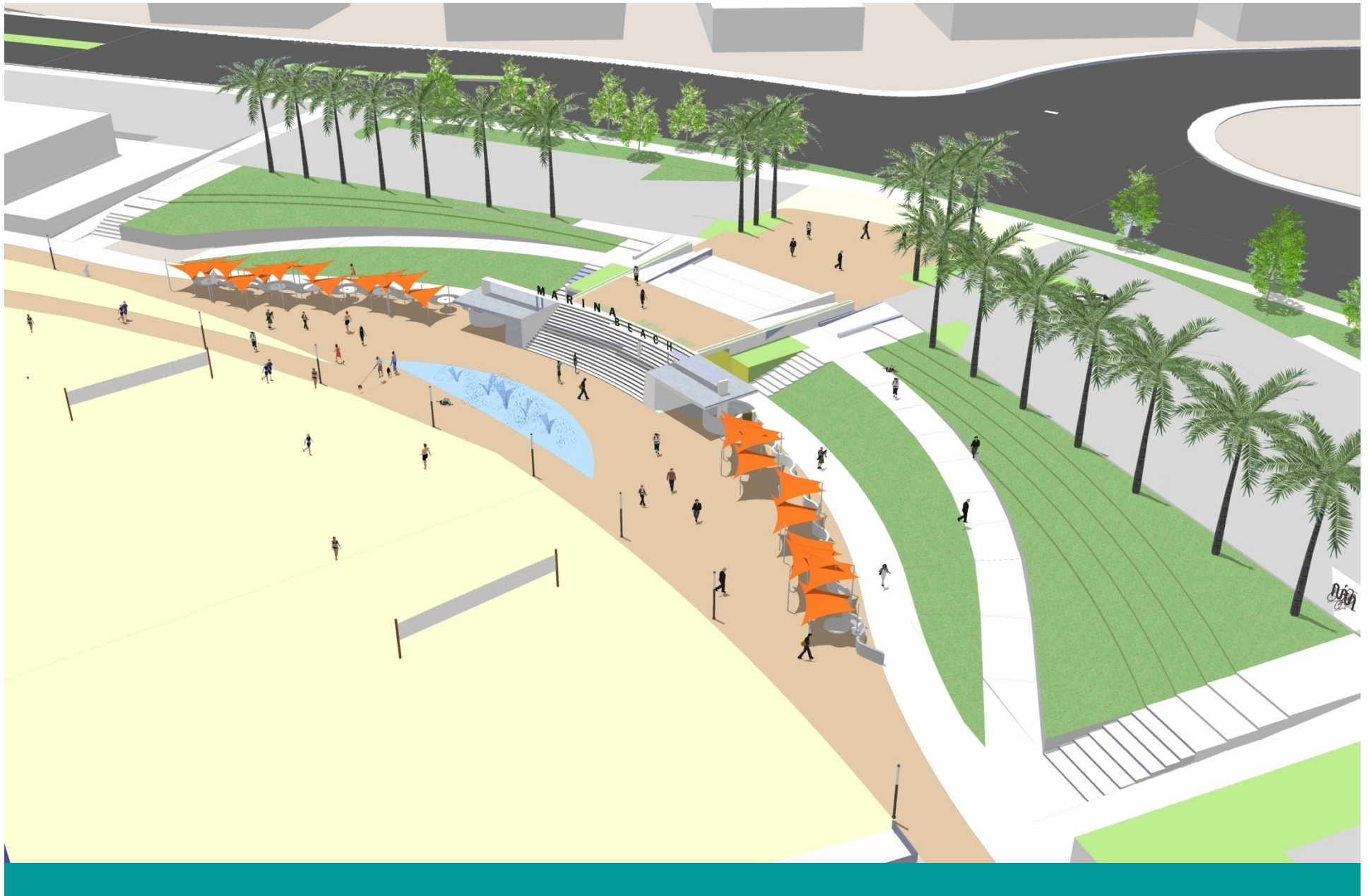


from land to water



MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN



MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN



MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN



MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN



View from the land

MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN



View from the water

MARINA VIEW PLAZA

MARINA BEACH CONCEPT PLAN

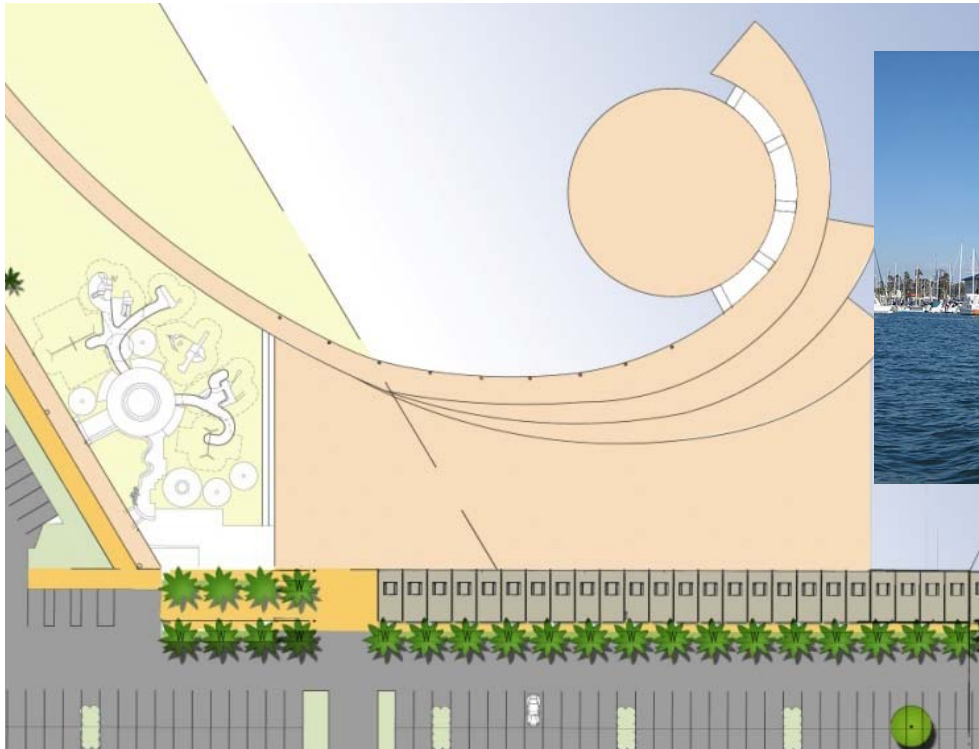
3 The Overlook

Character: Cultural, Festive

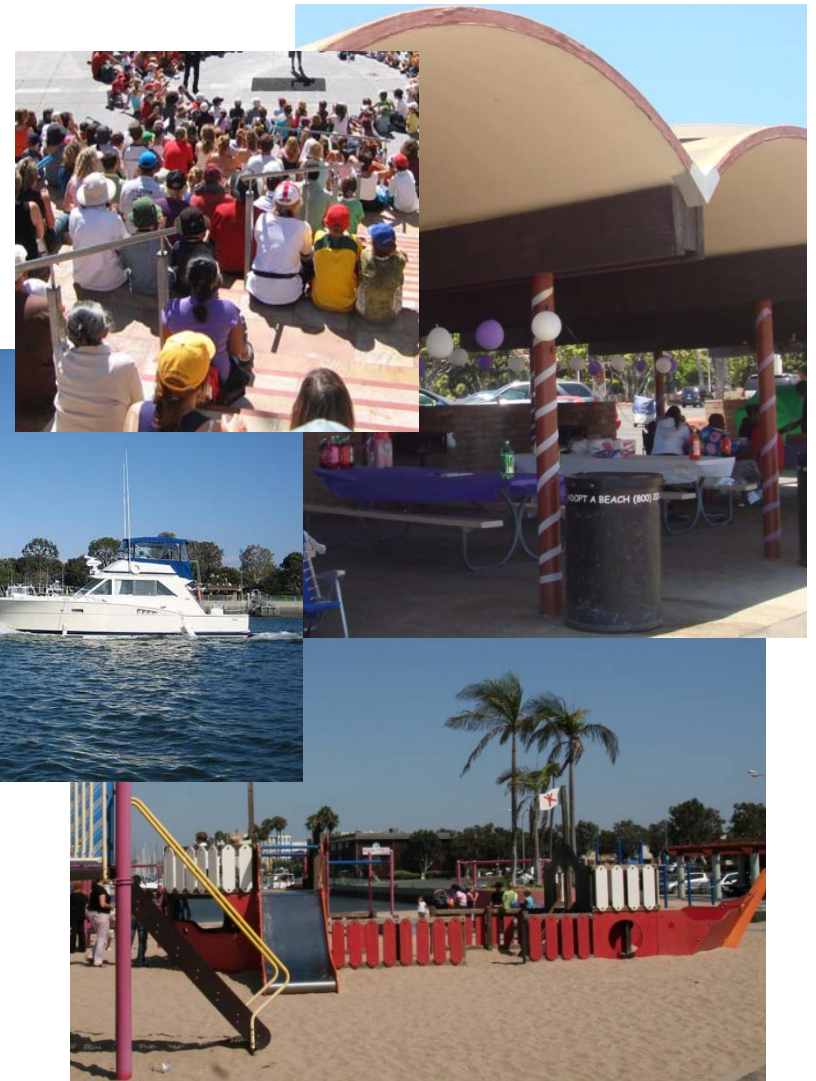
Image: Dynamic, Contemporary, Playful

Function: Leisure and Entertainment, Observation

Uses: Picnic, Playground, Temporary Berthing



Option 1



DESIGN PRINCIPLES

MARINA BEACH CONCEPT PLAN

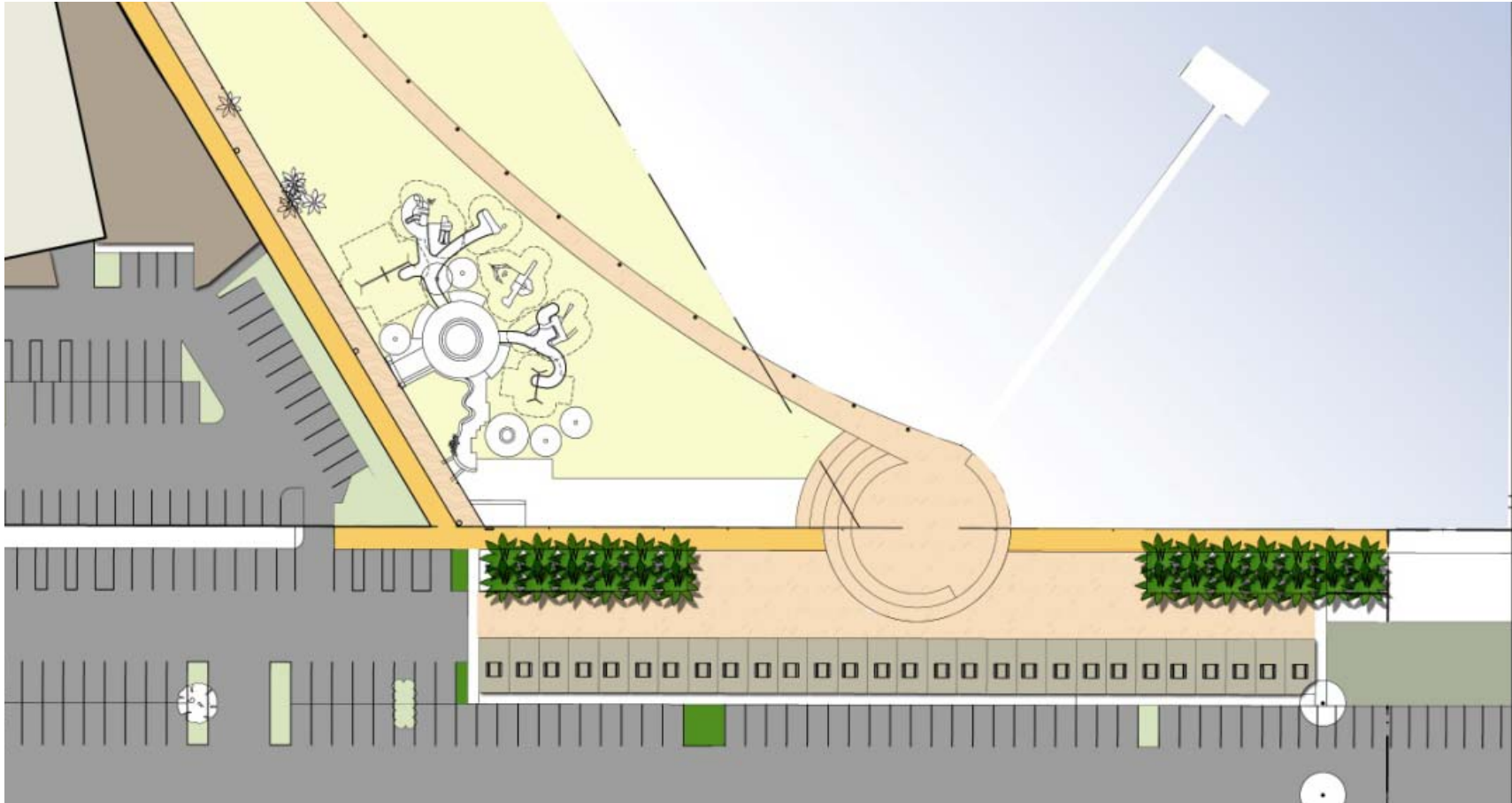


Option 1



THE OVERLOOK

MARINA BEACH CONCEPT PLAN



Option 2

THE OVERLOOK

MARINA BEACH CONCEPT PLAN



Option 2

THE OVERLOOK

MARINA BEACH CONCEPT PLAN

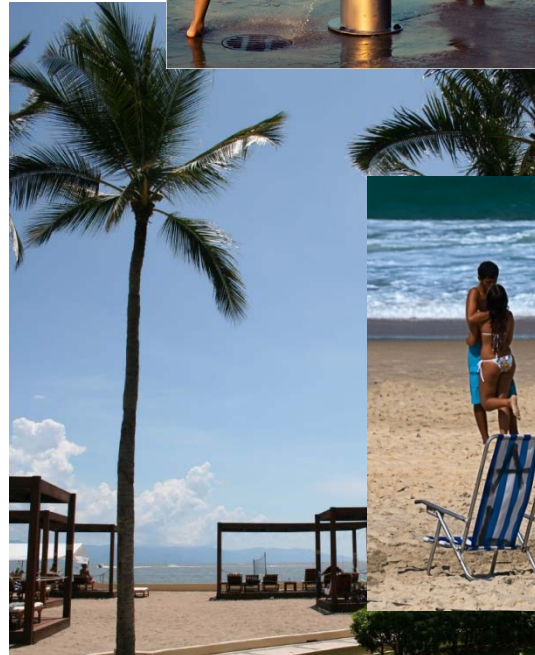
4 The Oasis

Character: Relaxation, Cooling

Image: Peaceful, Cool, Artsy

Function: Leisure

Uses: Beach Showers, Seating,
Temporary Beach Spa Cabanas,
Public Art



DESIGN PRINCIPLES
MARINA BEACH CONCEPT PLAN



THE OASIS

MARINA BEACH CONCEPT PLAN

5 Boaters' Hub

Character: Active, Operational, Recreational

Image: Purposeful, Functional

Function: Sports, Storage

Uses: Boat Storage and Washing
Restrooms, Showers and Locker



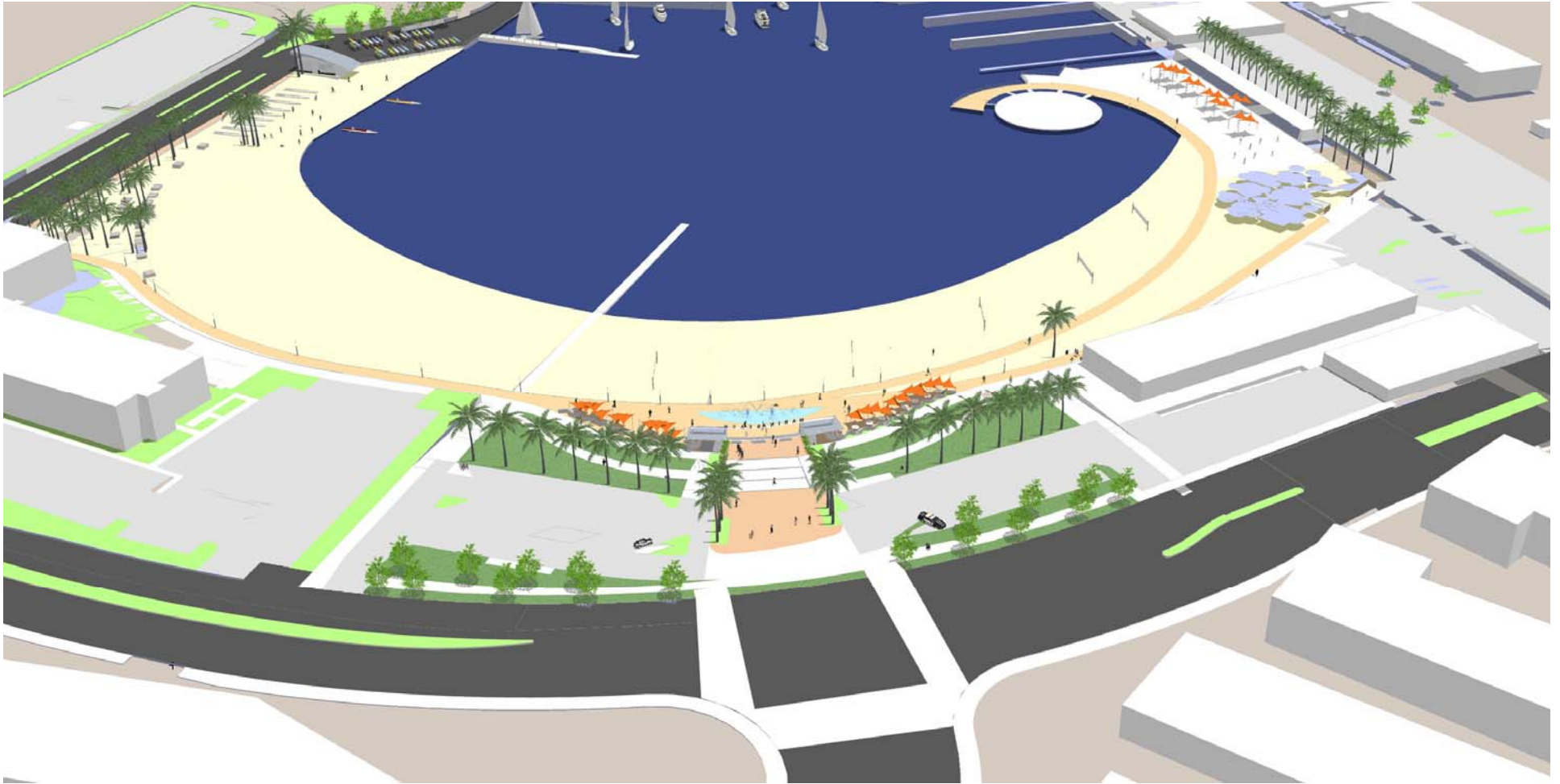
DESIGN PRINCIPLES

MARINA BEACH CONCEPT PLAN



BOATERS' HUB

MARINA BEACH CONCEPT PLAN



MARINA BEACH CONCEPT PLAN



MARINA BEACH CONCEPT PLAN

THANK YOU!